

THE ANALYSIS OF SMM AS A MEAN OF PRODUCT PROMOTION: RUSSIAN AND SPANISH ASPECT

Abstract

The article observes the importance of international social media marketing in globalization and differences between Spanish and Russian mentality and using of social networks. At the moment this theme is investigated not enough from the scientific point of view. However, ubiquitous practices of social media marketing shows the necessity of pointing out the importance of knowing the cultural features of target audience. The mentioned characteristics will show that it is essential.

Keywords: Russia, Spain, Social Media Marketing, SMM, social networks, cultural clash.

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THE PROMOTION OF EKATERINBURG REGIONAL MEDIA IN A MULTICULTURAL ENVIRONMENT

Abstract

Ekaterinburg – cultural, scientific, educational, administrative, commercial and industrial center of the Ural, one of the largest cities of Russia. The article reveals the issue, as reflected in the promotion of Ekaterinburg's cultural border between Europe and Asia. Examined the media image of Ekaterinburg and its impact on the promotion of the city among the representatives of different cultures. The media image is created when lighting from different spheres of life. Media reveal the social and economic functions of the city, culture, as well as the positive side of the territory for tourists and investors. Information marketing of the city – thought-out, structured technology of presenting information about the territory. But the flow of information by journalists is usually carried out spontaneously. In his study, the author looks for ways in which the capital of the Ural have to go, that would increase competitiveness among other cities and what role in this process is played by regional media.

Keywords: Culture, regional media, media image, intercultural dialogue, marketing city.

Ekaterinburg – cultural, scientific, educational, administrative, commercial and industrial center of the Ural, one of the largest cities of Russia. Study of promotion of Ekaterinburg the regional media in a multicultural environment is relevant, as the town is on the border of Europe and Asia, live in it and often come here as representatives of different cultures. In the capital of the Ural many space, which hosts sports, tourism, international cultural events. All this leads to the need to conduct intercultural dialogue and one of the ways of communication are the regional media. The important issue is the formation of a media image of Ekaterinburg and its impact on the promotion of the city among the representatives of many cultures. It is necessary to find ways in which the capital of the Ural should go to increase the competitiveness among other cities and what role in this process is played by regional media. Issues the role of the media in the dialogue of cultures studied by such researchers as V. V. Mironov, Kachalkin A. N., Chuman K. P., Huntington S. F. In the works addresses the impact of globalization on the formation of the information space, the impact of the media on the formation of spiritual and moral values of society, the concepts of culture and language in the context of media.

The media image is formed under lighting in all spheres of life [1, p. 32]. Media reflect social and economic functions of the city, culture, as well as the positive side of the territory for tourists and investors [2, p. 54]. The proximity to the life of the region, its problems and the audience helps local media to be more accurate in providing information. Information marketing of the city – thought-out, structured technology of presenting information about the site. But the flow of information by journalists is usually carried out spontaneously.

One of the important factors in shaping the media image is the selection and screening of information, which is exercised by journalists. Target audience perceives from the city administration the information provided by the media. For local public authorities, the formation of the image of the city is necessary for more investment, but to the public image of the area is the semantic factor.

The author conducted a study of the cultural image of the city of Ekaterinburg in three editions, the total number selected for the analysis of publications, devoted to culture were: "Our newspaper" - 48 publications, "Evening Ekaterinburg" - 963, "Ural worker" - 882

In the studied Newspapers Ekaterinburg is represented as a city open to many large-scale events. Covered sporting events such as preparation for world Cup 2018, the international judo tournament "Grand slam"; holidays: European Christmas; building forums: 100+ Forum Russia, international specialized exhibition. Publication events have a positive color that creates a positive image of a developed, diverse, recognizable and cultural metropolis. Publication dedicated to international cultural events make up 13% of the total.

Consider a program of promotion in the external environment of Ekaterinburg.

The researchers note that frequent mention of the territory in the Federal mass-media does not guarantee a positive image of the region, but provides the awareness of it among a wider audience

An important role in the economy of the city are machine-building, metallurgy and Metal-working. The prevalence of a large number of enterprises, which implies the availability of jobs for citizens, undeniably is considered to be a positive factor for the development of the city and the inflow of economically active population (Ekaterinburg is the fourth city in Russia by population). However, to maintain this flow and improve the lives of citizens it is necessary to provide comfortable living conditions [3, p. 218].

For the realization of this task the Strategic development plan of municipality "Ekaterinburg City" by 2020 involves the implementation of the strategic program "Ekaterinburg – the city comfortable social environment" [4, 5]. The program is aimed at creating social and technological conditions for the development of the city in relation to the formation of favorable living environment of citizens, strengthening the family institution and promote its core functions, development of conditions for socialization and self-realization of young citizens, improving their standard of living, the formation of culture of social life, the development of national-cultural communities. Under the favorable social environment in the program is a set of economic, social, political, and spiritual conditions of human life, family.

In the field of education, cultural development and education (these tasks are addressed in the Strategic program "Education – based development, the key to success") is assumed to be:

- development of educational, cultural and spiritual potential of students on the basis of a new quality of education;
- ensuring the right of every child to family education;
- development and improvement of the institution of adoption, guardianship and foster families; development of a network of public and private educational institutions, including institutions of preschool, General secondary education, including gifted children and children with disabilities;
- development of available system of socialization of children and adolescents, providing entertainment and development of children outside of school (sports clubs, art studios, etc.);
- development of system of identification and support of gifted children and talented youth.

The development of already built-up areas modern largest cities with a view to their more rational use is becoming increasingly important. Without this it is impossible to improve the quality of life of citizens, development of the business and its output to the level of growth and development, which is equivalent to modern economic realities. All this requires the solution of the problems connected with the development of transport infrastructure, the deterioration of the housing stock, creating a comfortable environment for business and living.

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USE OF SOCIAL MEDIA TO PROMOTE NATIONAL CULTURE WORLDWIDE

Abstract

This is the world of social media. This is connected outside the borders of international territories socially. It is social media that has made possible world to be a global village. This is the platform where we can know about happenings all around the world without spending any money or even without going out of our bedrooms. We can understand the language, way of life, professional and educational activities, interests and eating habits, sports and entertainment of other countries.

We can say that social media is best tool to understand the culture of other countries living within your own country. It is a way to know and understand the untold facts of some countries. Social media can also be used to promote national culture across the world. Especially the countries which have a negative image due to some national and international issues can change the misconceptions about their countries. They can promote their culture using different social networks. Untold bright aspects of their countries can be highlighted through Facebook, twitter, VK, You tube, Google etc. This article would enlighten the importance of social media to promote some country's culture internationally. It would include in depth international students' interviews from different universities of Russia. This research would elaborate how international students use different social networks. This article will attempt to investigate the impact of social networks by promoting the cultural colors of a country. Based on the findings of the analysis, directions for the new research would also be discussed in this article.

Key words; National Culture, Social Media, Social Networks, National Culture Promotion

Living in the age of social networking has made it easier to be well informed about other countries. Due to the miracles of fast growing social media cultural and social distances have been contracted. As Chen Zhang [4] described, "The compression of time and space, due to the convergence of new media and globalization, has shrunk the world into a smaller interactive field".

Social media is a platform where people from their countries upload the material relevant to their culture which includes music, dance, poetry, local food recipes, national games and sports, local events, religious and national events and their celebrations and many other different activities that only exist in specific countries. People have easy access to use social media sites, so they get this cultural information without any hurdle from anywhere in the world. This article analyzes the fact that social media play a key role to promote national culture of different countries around the world. Social media are the most advanced form of media which are supported by various online tools. Internet is the mother of all social media tools. Barnes [3] claims that social network sites (SNS) are web-enabled services that "allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system".